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# Data, Insights and Actions

Anil Batra

Blog: <http://www.AnilBatra.com/blog>

Twitter: @anilbatra

# About Me

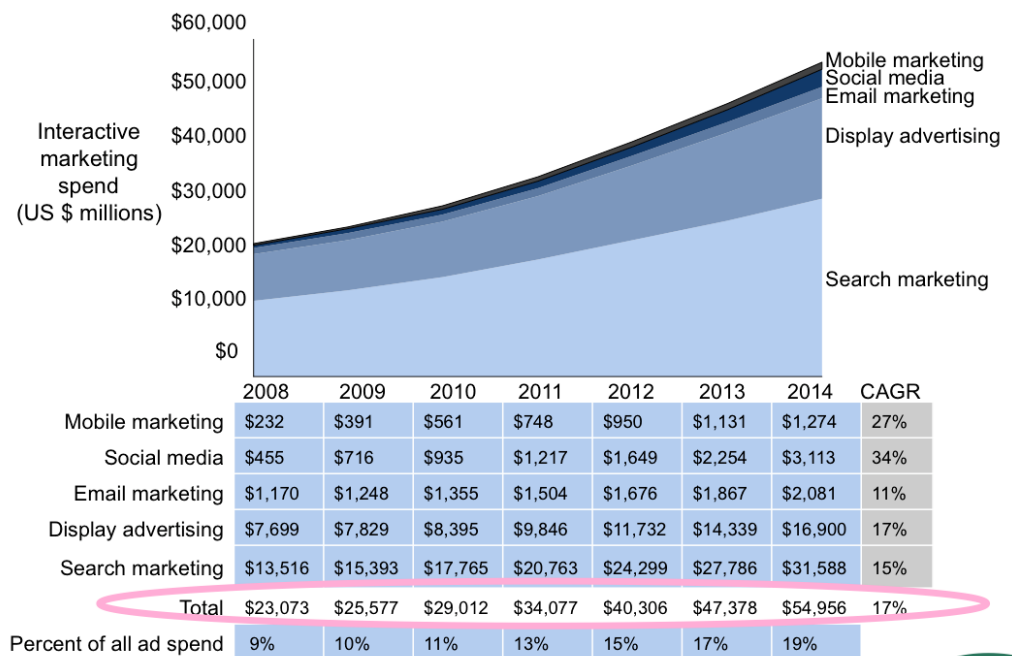
- Faculty at MCDM program
- One of the top blogs in the industry
- Frequent speaker at various online marketing conferences
- Contributor to CMS Watch Web Analytics report
- Board Member of Web Analytics Association
- Associate Instructor and Online Tutor for Web Analytics certificate course by University of British Columbia
- Experience working with startups to Fortune 50 companies
- Contributor to a Google Analytics Book



# Marketing Today

# Many Channels

- Offline
  - Print
  - TV
  - Mail
  - Word of Mouth
- Online
  - Website
  - Email
  - Search
  - Display Advertising
  - Social Media
  - PR
  - Mobile



<sup>1</sup> Entire contents © 2009 Forrester Research, Inc. All rights reserved.

Source: Forrester Research Interactive Advertising Forecast, 4/09 (US Only)

# Everything is Connected



# Online Impact of Marketing

- Conversations
- Site Traffic
- Search Volume

- Leading to →



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Are You Listening to your Customers?





# Data Collection & Tools

- Social Media Listening Tools (e.g. Radian6, SM2, Facebook Insights)
- Search Trends (e.g. Google Adwords Tool, Google Trends)
- Web Analytics Tools (e.g. Google Analytics, Omniture, WebTrends)
- Viral Content Measurement (e.g. Tynt)
- Video Measurements (YouTube Insights, Visible Technologies, Web Analytics Tools)
- Competitive Research (compete.com, alexa.com, quantcast.com)

# Conversation

- Blogs
- Review Sites e.g. Yelp
- Discussion Boards
- Twitter
- Facebook
- Offline

# Google Alerts

[Back to Inbox](#) Archive Report spam Delete   Move to ▾ Labels ▾ More actions ▾

**Google Alert - Web Analytics** Inbox | X

☆ Google Alerts to me [show details](#) 7:22 PM (17 hours ago) [Reply](#) ▾

**News** 1 new result for **Web Analytics**

[Who owns the data in network Clouds?](#)  
MyCustomer.com  
We'll look at three types of data often residing in Clouds including **web analytics** data logs, patent information and social media data (tweets, posts, ...)  
[See all stories on this topic »](#)

**Blogs** 5 new results for **Web Analytics**

[Web Analytics – Analysis not Reporting](#)  
By Andrew Read  
There's a set process you go through when evaluating a businesses **analytics** function, including tools, tagging, reporting, organisation, integration and.  
[Canetrix Blog - http://www.canetrix.com/blog/](#)

[Web Analytics – 7 Pillars of Internet Marketing part-6 | Review ...](#)  
By vanvorst  
Blueliner CEO discuss about SEO - Search Engine Optimization, Link Building, 7 Pillars of Internet Marketing, Online Marketing.  
[Review and Bonuss - SEO Marketing... - http://review-bonuss.com/](#)

[Google Publishes API for Web Analytics Engine - David Miller's blog](#)  
By David Miller  
Google has announced that its Google **Analytics** Data Export API beta is now available for developers.... CYPRESS SEMICONDUCTOR ACCENTURE ACER ADOBE SYSTEMS ADVANCED SEMICONDUCTOR ENGINEERING.  
[David Miller's blog - http://dmiller888.typepad.com/blog/](#)

[Twitter Weekly Updates for 2010-09-26 | Optimize Your Web](#)  
By Optimize Your Web  
Speakers from AOL, Yandex, SAP, Hotels.com, YouTube, Facebook and more in reply to basvandenbeld #; TR (twitter reminder for those that don not know) Yahoo **web analytics** the best

# Technorati



The screenshot shows the Technorati website interface. At the top, there's a green header with the Technorati logo and a search bar containing the word "starbucks". Below the header, there's a navigation bar with links to various categories: Technology, Business, Entertainment, Lifestyle, Sports, Politics, Videos, Blogging, and Twitter. Underneath, there's another navigation bar with links to Blog Directory, Top 100, Tags, People, Write for Technorati, and State of the Blogosphere. A section for "Ads by Google" is visible, with links to Blogging, Weblog, Blogspot Blogs, and Blogs Blogger. The main content area displays "Posts relating to 'starbucks' (128)" with social media sharing icons. Below this, there's a green bar with a "Click to refine this search" button. A pagination bar shows "Page: 1 2 3 4 5 6 7 ... 13". A link to look up "starbucks" at The Free Dictionary is also present. The first search result is titled "Starbucks' New Portal Was Designed With Mobile in Mind" by GigaOM, with an authority of 812. The text of the article mentions Starbucks' upcoming web landing portal and its focus on mobile devices. The second result is titled "Pay for Starbucks Coffee with Your BlackBerry" by Mashable!, with an authority of 888. The text mentions Starbucks' Card Mobile App for BlackBerry. The third result is titled "Starbucks Digital Network to Include Award-Winning Documentary Films" by Mashable!, with an authority of 888. The text mentions Starbucks' Digital Network and its partnership with SnagFilms. At the bottom, there's a link to "Facebook Now Worth More Than Dell eBay Yahoo or Starbucks on Paner".

Technorati<sup>™</sup> beta

Blogs Posts starbucks

Technology Business Entertainment Lifestyle Sports Politics Videos Blogging Twitter

Blog Directory Top 100 Tags People Write for Technorati State of the Blogosphere

Ads by Google Blogging Weblog Blogspot Blogs Blogs Blogger

Posts relating to "starbucks" (128)

Click to refine this search

Page: 1 2 3 4 5 6 7 ... 13

Look up "starbucks" at The Free Dictionary

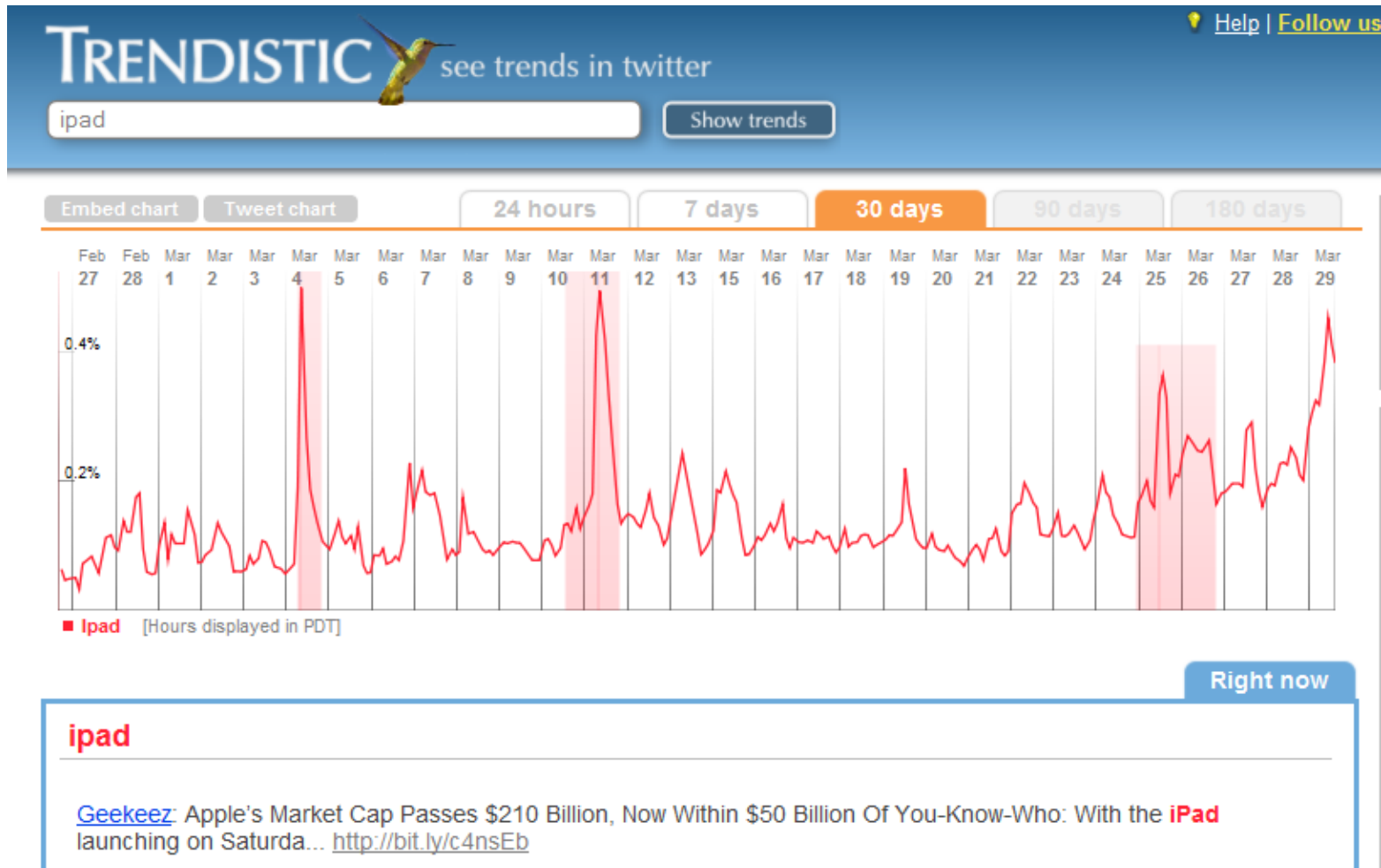
**Starbucks' New Portal Was Designed With Mobile in Mind**  
GigaOM — Authority 812  
Starbucks is taking a tip from its users and designing its upcoming web landing portal Starbucks Digital Network to [...] Starbucks, spoke at the Think Mobile conference today, emphasizing how the new site will shine on smartphones and tablets, which [...] account for the vast majority of connections to Starbucks' free Wi-Fi network. Brotman explained how the site will be built in  
4 days ago

**Pay for Starbucks Coffee with Your BlackBerry**  
Mashable! — Authority 888  
Mocha frappuccino and soy latte lovers rejoice: Starbucks is rolling out its Starbucks Card Mobile App for Black [...] Berry tomorrow, September 2. In September 2009, Starbucks introduced its Starbucks Card Mobile app for iPhone and iPod touch [...], enabling the owners of those devices to reload their Starbucks payment cards, monitor their rewards cards and even pay for  
3 weeks ago

**Starbucks Digital Network to Include Award-Winning Documentary Films**  
Mashable! — Authority 888  
Free Wi-Fi has become a staple at Starbucks stores in the U.S. The accompanying in-store Starbucks Digital Network [...] SnagFilms. SnagFilms currently offers access to 1,600 award-winning documentary titles. Together Starbucks and Snag [...] Films will co-curate a monthly themed collection of featured films to highlight through SDN. At launch, Starbucks will curate a  
6 days ago

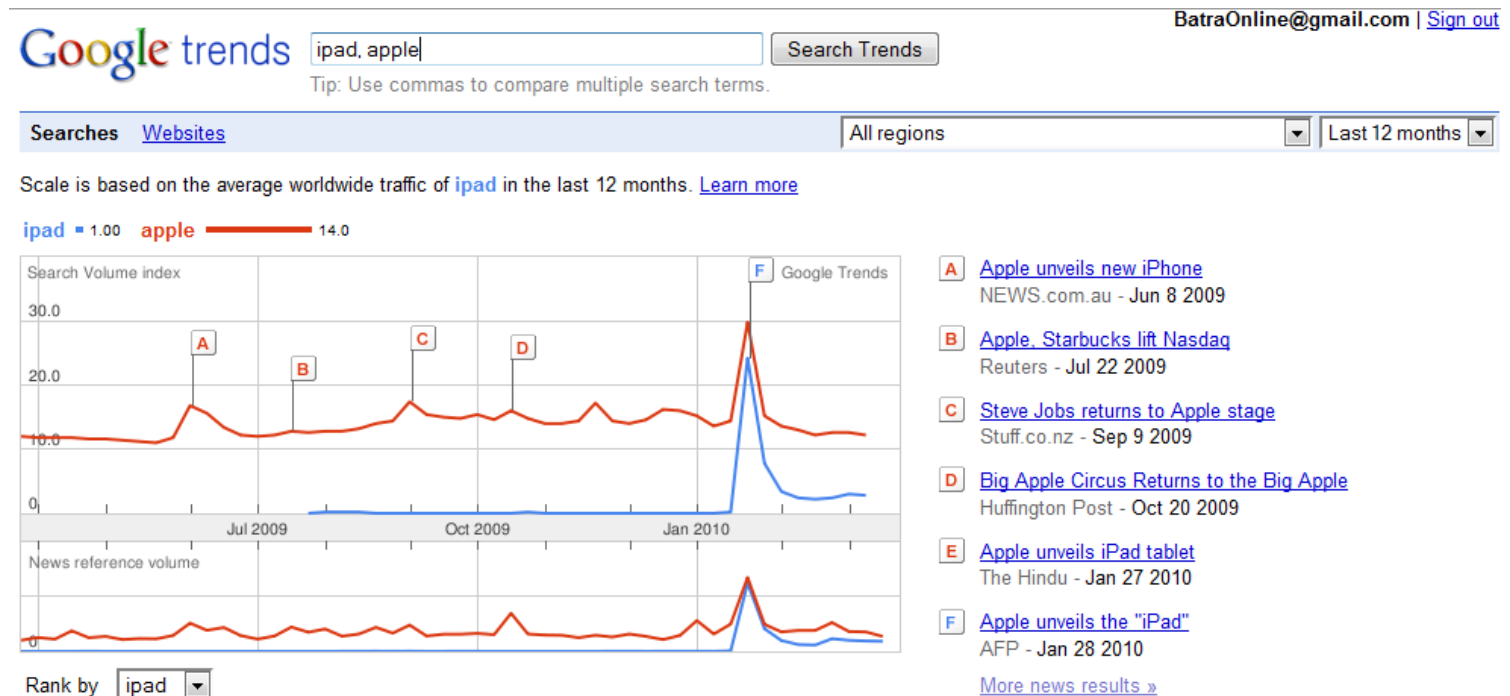
Facebook Now Worth More Than Dell eBay Yahoo or Starbucks on Paner

# Conversation Tracking Tools

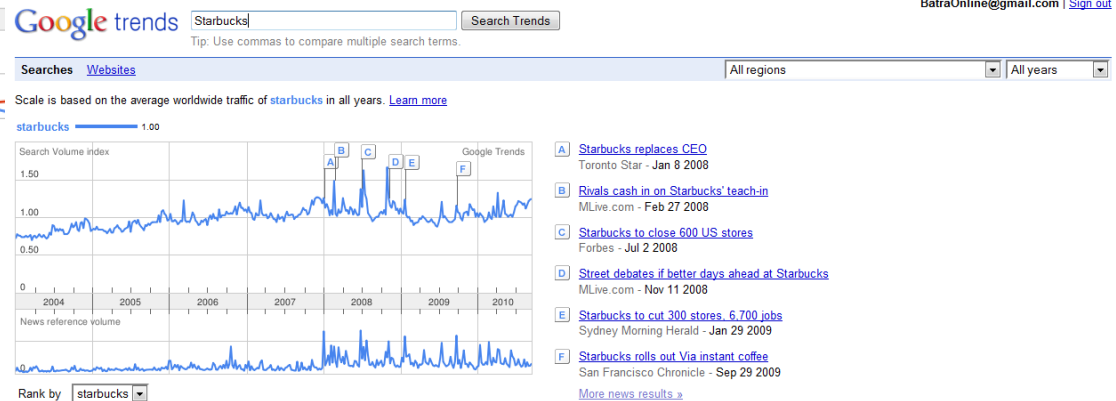
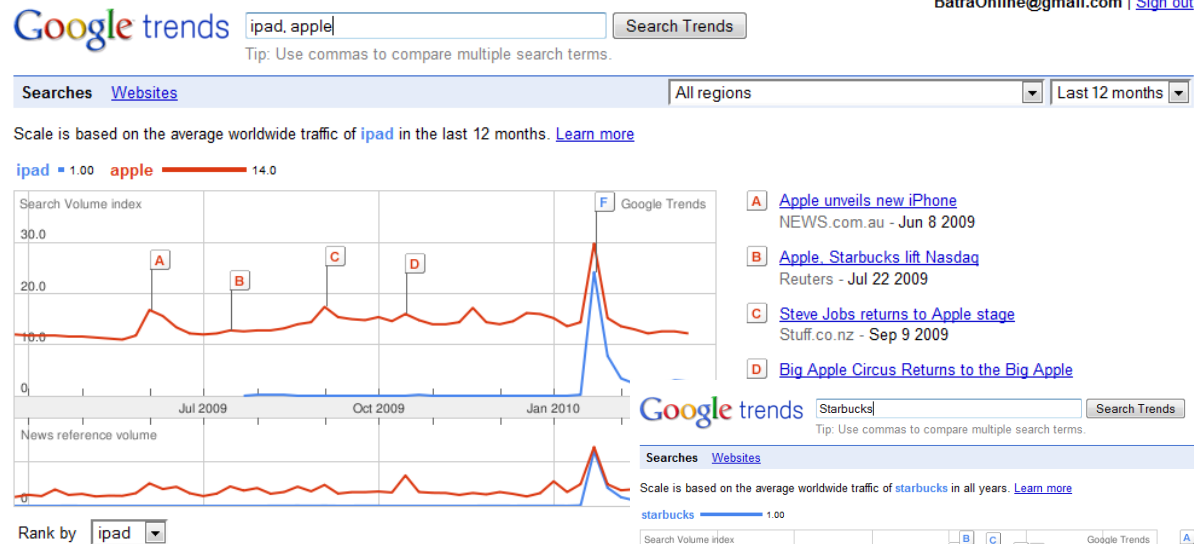


# Search Volume

- Searches about your brand
- Searches about your competitor

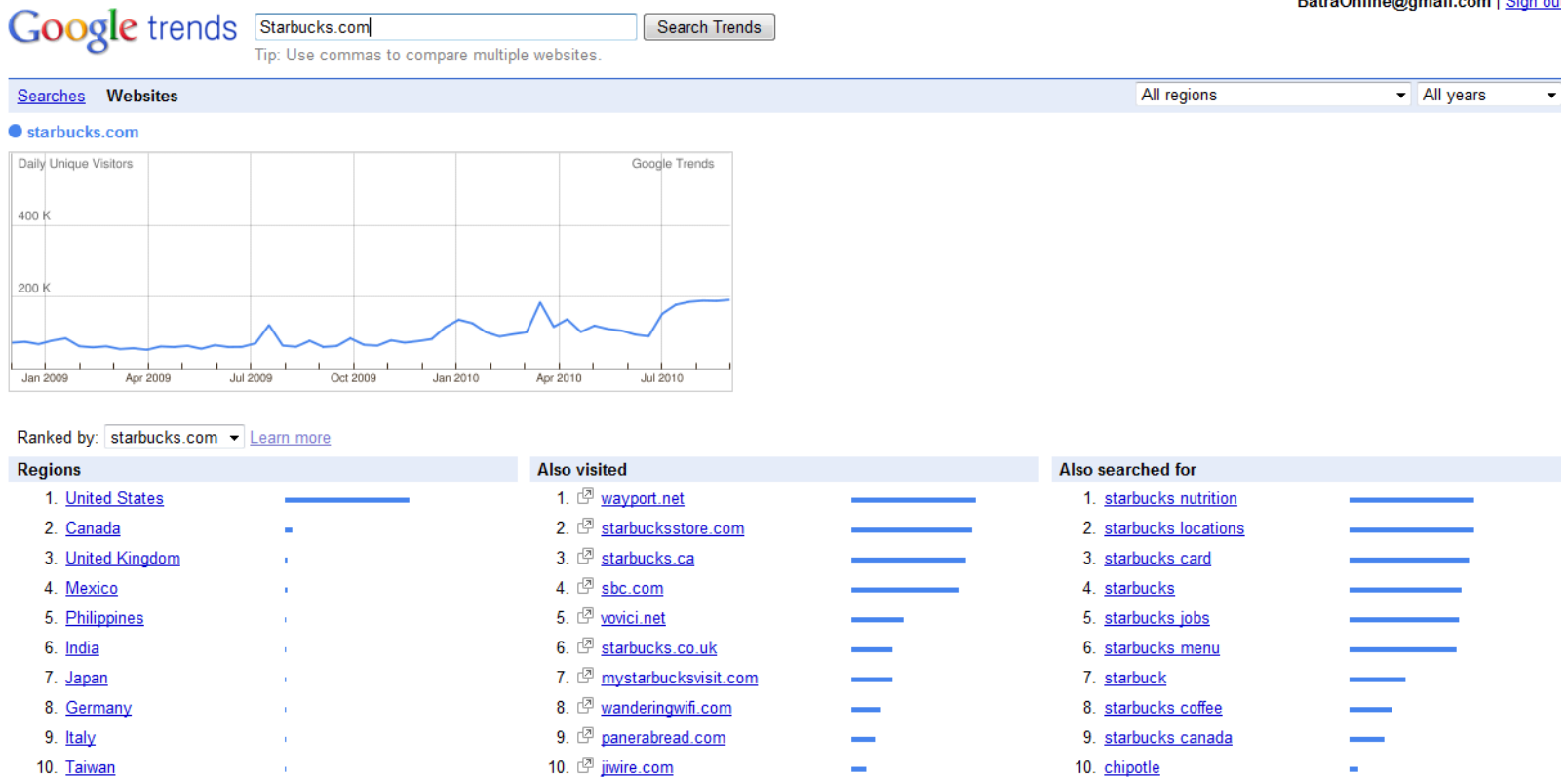


# Search: Google Trends



Regions	Cities	Languages
1. <a href="#">United States</a>	1. Seattle, WA, USA	1. English
2. <a href="#">Canada</a>	2. Waterloo, Canada	2. German
3. <a href="#">Philippines</a>	3. San Diego, CA, USA	3. Spanish
4. <a href="#">Singapore</a>	4. Portland, OR, USA	4. Dutch
5. <a href="#">Mexico</a>	5. Vancouver, Canada	5. Chinese
6. <a href="#">United Kingdom</a>	6. Irvine, CA, USA	6. Turkish
7. <a href="#">Germany</a>	7. Pleasanton, CA, USA	7. French
8. <a href="#">Australia</a>	8. Los Angeles, CA, USA	8. Italian
9. <a href="#">Netherlands</a>	9. Denver, CO, USA	9. Portuguese
10. <a href="#">Turkey</a>	10. Phoenix, AZ, USA	10. Japanese

# Google Trends for Websites



# Search: Adwords Keyword Tool

Google AdWords

BatraOnline@gmail.com

[Home](#) [Campaigns](#) [Opportunities](#) [Reporting](#) [Billing](#) [My account](#)

Tools > Keyword Tool [Previous Interface](#)

### Find keywords

Based on one or both of the following:

Word or phrase (one per line)  
401K

Website

[Advanced options](#) Locations: United States Languages: English

Search

#### All Categories

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events

#### Contains

Sort: Alphabetical | Highest count

- ☒ All
- ☒ 2009 401k (3)
- ☒ 2009 401k contribution (4)
- ☒ 2009 401k max (2)

### Keyword ideas

[About this data](#)

[+ Add keywords](#) [Download](#) [Estimate search traffic](#)

Sorted by Global Monthly Searches Columns

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
ira		2,240,000	1,220,000	
mutual fund		1,830,000	673,000	
401k		1,000,000	823,000	
401k		1,000,000	823,000	
401 k		1,000,000	1,000,000	
annuity		673,000	550,000	
mutual funds		673,000	368,000	
roth ira		368,000	368,000	
financial planning		368,000	246,000	
ira and roth ira		368,000	368,000	
roth individual retirement accounts		368,000	368,000	
personal finance		301,000	165,000	

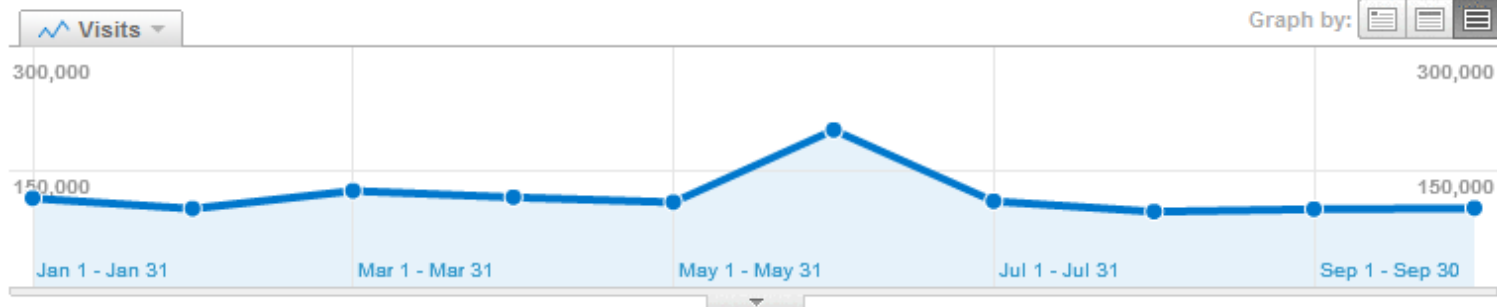
# Web Site Traffic

- Visits
- Visitors
- Page Views
- Time on Site
- Bounce Rate
- Conversion
- Traffic from Search
- Traffic from Social Media
- Direct Traffic


# Web Analytics Tools

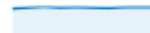
## Dashboard


Jan 1, 2009 - Oct 31, 2009 ▼




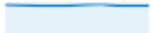
## Site Usage

 **1,179,736 Visits**

 **53.70% Bounce Rate**

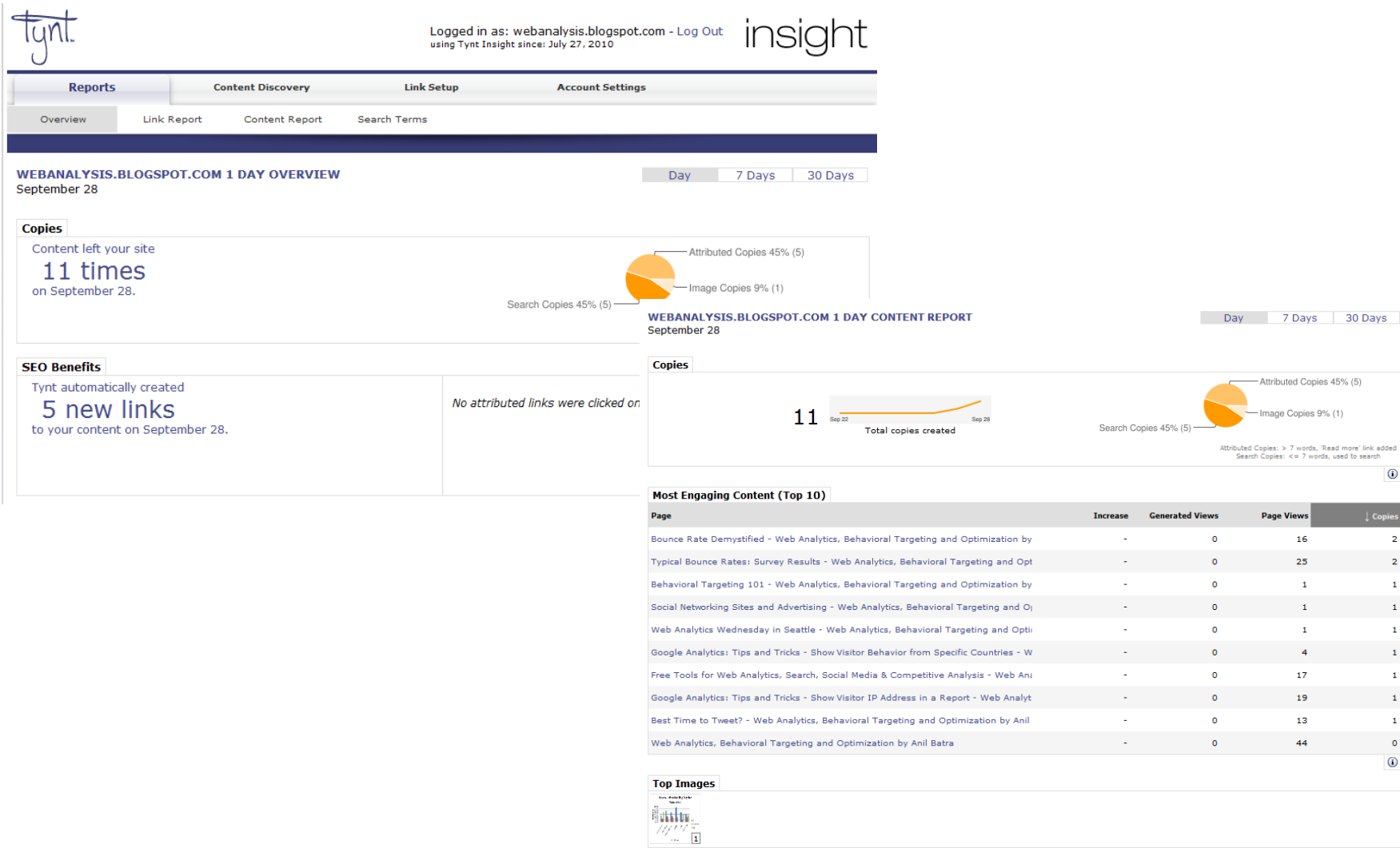
 **3,251,116 Pageviews**

 **00:01:59 Avg. Time on Site**

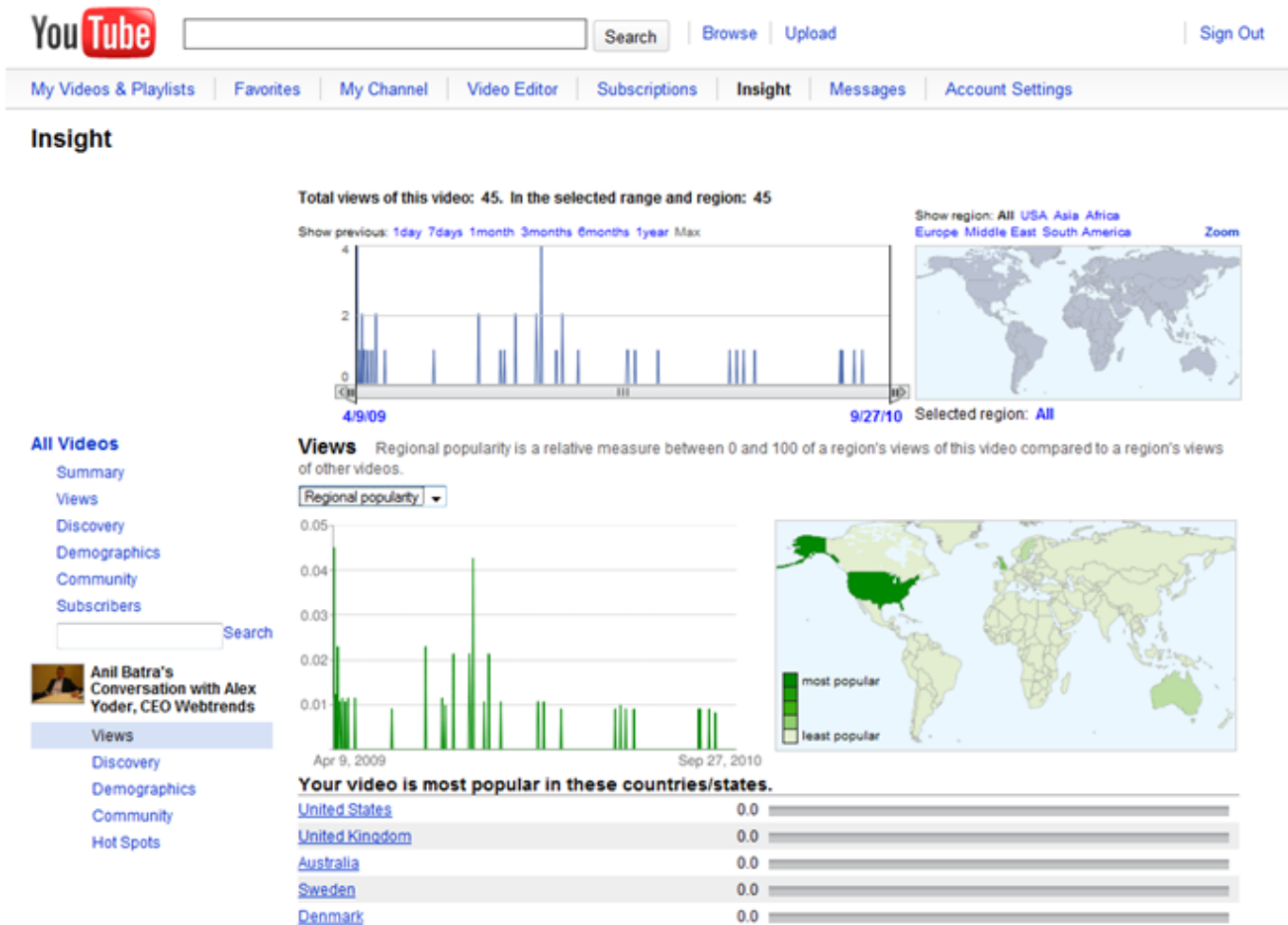
 **2.76 Pages/Visit**

 **46.96% % New Visits**

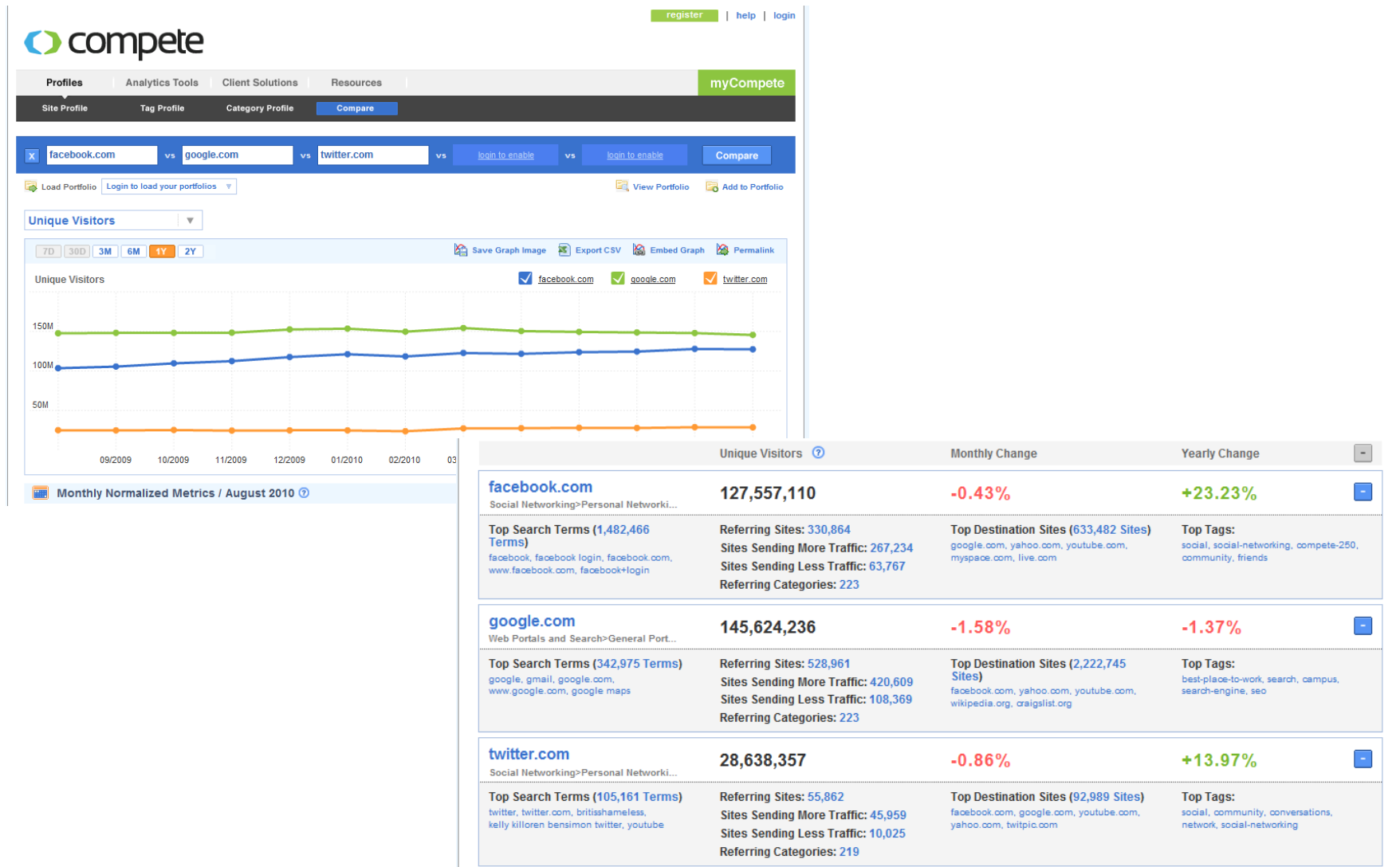
# Viral Content Measurement



# Video Measurement



# Competitive Research

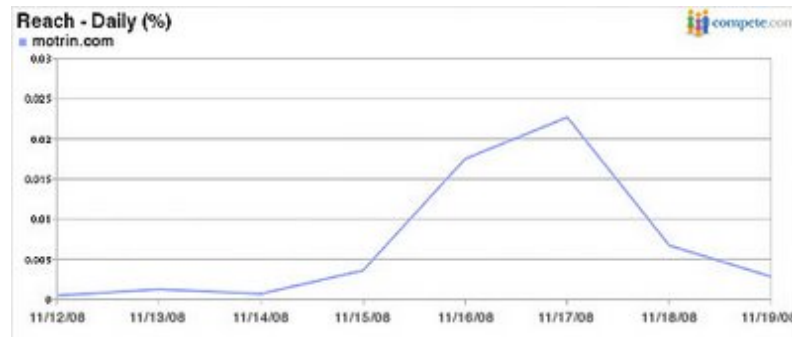


# Motrin Mom Example

Motrin Mom TV Clip

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# Web Site Traffic



# Twitter Search



See what's happening — *right now*.

[Advanced Search](#)

Trending topics: [#motrinmoms](#), [#buildsocomm](#), [Cowboys](#), [Motrin](#), [TRL](#), [Redskins](#), [True Blood](#), [Christmas](#), [Obamas](#), [Solace](#)

[Twitter Home](#) · [About Twitter Search](#) · [API](#) · [Apps](#) · [Install Search Plugin](#)

© 2008 Twitter, Inc.



[craftymamaof4](#): GO MAMA POWER RT@crunchygoddess Ain't no power like the power of the mama, & the power of the mama don't stop. [#motrinmoms](#)  
less than a minute ago · [Reply](#) · [View Tweet](#)



[twittes](#): More Outrage as [#MotrinMoms](#) Reaches [#2](#) On Twitter: More Outrage as [#MotrinMoms](#) Reaches [#2](#) On Twitter Writ.. <http://tinyurl.com/5j5fkb> [\(expand\)](#)  
less than a minute ago · [Reply](#) · [View Tweet](#)



[rose\\_w](#): RT [@KatjaPresnal](#): [#motrinmoms](#) Could I get pictures of real moms babywearing to be used in the anti-motrin video! Pls send me a link to y ...  
1 minute ago · [Reply](#) · [View Tweet](#)



[JessicaGottlieb](#): [@DaveTaylor](#) cool, maybe their PR firm will hire you, I suspect there are job openings. Epic fail [#motrinmoms](#)  
2 minutes ago · [Reply](#) · [View Tweet](#)



[LaMamaNaturale](#): [#motrinmoms](#) I hope they stop running this ad- I really do! They don't know what they've done!  
2 minutes ago · [Reply](#) · [View Tweet](#)



[beautysecrets1](#): [#motrinmoms](#) never was a motrin fan, and they've crossed the line in marketing-tasteless-unreal!!  
2 minutes ago · [Reply](#) · [View Tweet](#)

# Google Search

Google  Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 300,000 for [motrin mom](#). (0.18 seconds)

**Motrin.com**  
The official Web site for all Motrin products. ... **Motrin Pain Profiler**. From sports injuries to toddlers' colds, get specific about your pain. ...  
[www.motrin.com/](#) - [Similar pages](#) - [Note this](#)

**Trending Tweets: Motrin Minces Words with Moms : DryerBuzz Blogs...**  
Nov 16, 2008 ... Oh wait, I just watch the Children's Motrin ad where the Mom's says she could KILL to get some sleep and compares being committed to raising ...  
[www.dryerbuzz.com/2008/11/trending-tweets-motrin-minces-words-with-moms/](#) - 8 hours ago - [Similar pages](#) - [Note this](#)

**Organic and Green Mom Blog | Motrin®: I'm Appalled at Organic Mania**  
Nov 16, 2008 ... Organic Mania talks about living a healthy green lifestyle.  
[organicmania.com/2008/11/16/motrin-i-m-appalled/](#) - 4 hours ago - [Similar pages](#) - [Note this](#)

**Skimbaco - The Lifestyle: Motrin Giving Moms a Headache**  
Nov 16, 2008 ... You can view Motrin's Mom-slogue ad in their website and tell me what do you think. ... Want to read more about moms getting mad at Motrin? ...  
[www.skimbacolifestyle.com/2008/11/motrin-giving-moms-headache.html](#) - 15 hours ago - [Similar pages](#) - [Note this](#)

**"Motrin Moms" Angry Over Babywearing Advertisement**  
Nov 16, 2008 ... The buzz on social networking site Twitter, where the term "Motrin moms" trended to the most popular within a few hours of the initial ...  
[babyproducts.about.com/b/2008/11/16/motrin-moms-angry-over-babywearing-advertisement.htm](#) - 16 hours ago - [Similar pages](#) - [Note this](#)

**Motrin - Twitter Search**  
modernmom: On ModernMom.com: Offensive Ad: Motrin's Mom-A-Logue: Ad Gone Bad: Motrin's Mom-... [http://tinyurl.com/5f4xyz](#) (expand) ...  
[search.twitter.com/search?q=Motrin](#) - 19 hours ago - [Similar pages](#) - [Note this](#)

**Motrin's new ad attacks babywearing, insults moms | Crunchy...**  
Nov 15, 2008 ... Stop disrespecting us moms, Motrin. Unlike our babies, we weren't born yesterday and we will take our \$ elsewhere. ...  
[crunchydomesticoddess.com/2008/11/15/motrins-new-ad-attacking-babywearing/](#) - 20 hours ago - [Similar pages](#) - [Note this](#)

**Infant Motrin "Mom, my gums hurt!!!" - Infants' Motrin...**  
Infants' Motrin Concentrated Drops - User Rating: 5 stars. Review Summary: Motrin has been a wonderful alternative for our son to relieve teething pain and ...  
[www.epinions.com/review/Infants\\_Motrin\\_Concentrated\\_Drops/content\\_41499922052](#) - 30k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Problem Solvin' Mom: Motrin vs. Moms?**  
Nov 16, 2008 ... In honor of International Babywearing Week, Motrin apparently decided to take on babywearing in general and babywearing moms everywhere. ...  
[problemsolvinmom.blogspot.com/2008/11/motrin-vs-moms.html](#) - 8 hours ago - [Similar pages](#) - [Note this](#)

**Sponsored Links**  
**It Can Hurt Being A Mom**  
High Heels and Humungous Handbags?  
WE FEEL YOUR PAIN™  
[MOTRIN.com](#)

**Motrin®**  
We feel your pain™

[Home](#) | [Legal Notice](#) | [Privacy Policy](#) | [Medicine Disposal](#) | [En Español](#)

**MOTRIN® PAIN PROFILER**

1 Who's Hurting?

From sports injuries to  
toddlers' colds, get specific  
about your pain.

[View all profiles](#)

[MOTRIN® NEWS](#)

[ASK US](#)

[SPECIAL OFFERS](#)

MOTRIN® IB



CHILDREN'S MOTRIN®



CHILDREN'S  
MOTRIN® COLD



JUNIOR STRENGTH  
MOTRIN®



INFANT'S MOTRIN®



"With regard to the recent Motrin advertisement, we have heard you.

On behalf of McNeil Consumer Healthcare and all of us who work on the Motrin Brand,  
please accept our sincere apology.

We have heard your concerns about the ad that was featured on our website. We are  
parents ourselves and we take feedback from moms very seriously.

We are in process of removing this ad from all media. It will, unfortunately, take a bit of  
time to remove it from our magazine advertising, as it is on newsstands and in distribution.

Thank you for your feedback. It's very important to us."

Sincerely,

Kathy Widmer  
Vice President of Marketing,  
McNeil Consumer Healthcare

> [What you should know about NSAIDs](#)

> [Why you can no longer find Children's MOTRIN® Chewable Tablets](#)

> [How to dispose of unused medicine](#)



<http://www.whoppervirgins.com/>

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Connect the Dots  
Get the full view

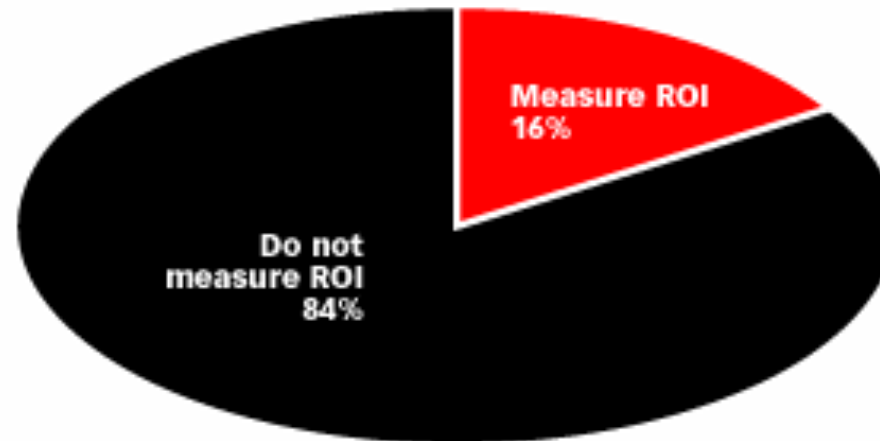


Measure Everything  
Report What is Critical

Interesting <> Important

# Measuring the Impact

**Professionals Worldwide Who Measure the ROI of Their Social Media\* Programs, August 2009 (% of respondents)**



*Note: \*includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.*

*Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009*



Measurement is not Enough

Show the impact

ROI



# Is This Campaign Working

\$8 million online campaign

2% CTR on Banners

Industry Average is 1%



# Throwing away the money

\$8 million online campaign

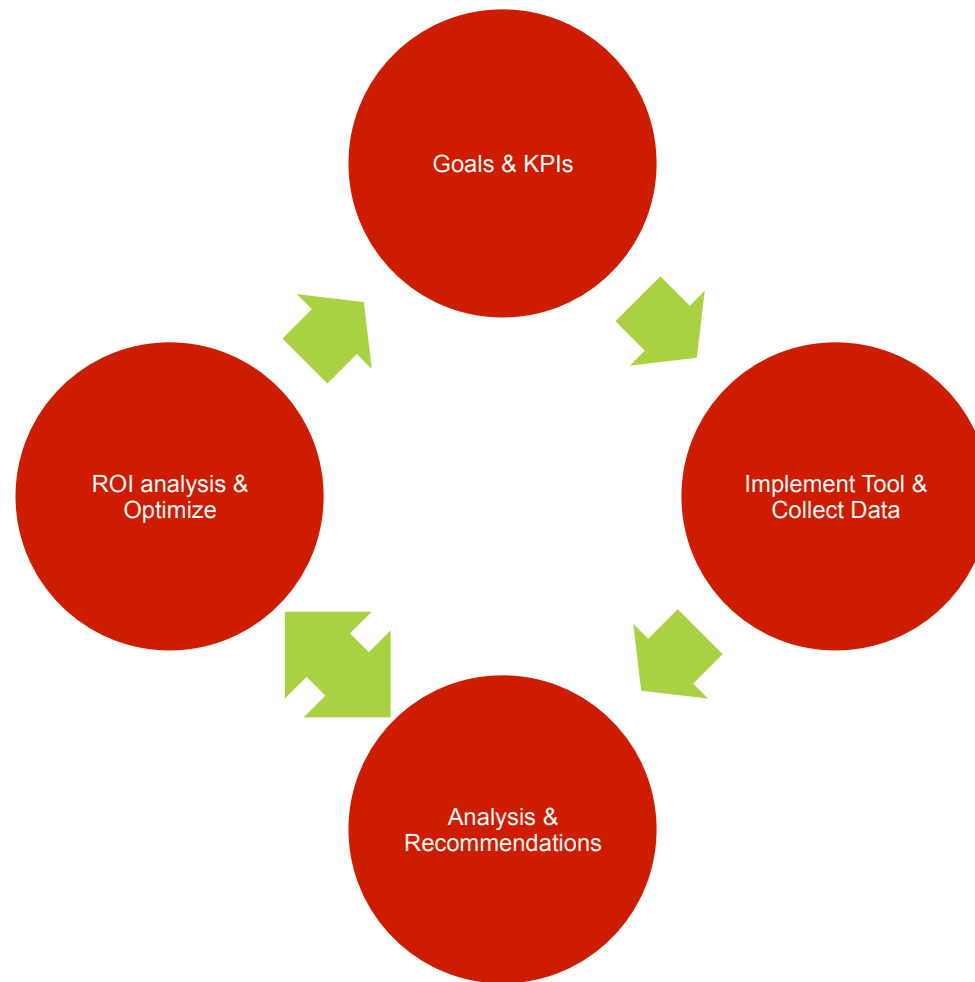
90% bounce rate

\$7.2 million gone



You Need A Process

# Measurement Process



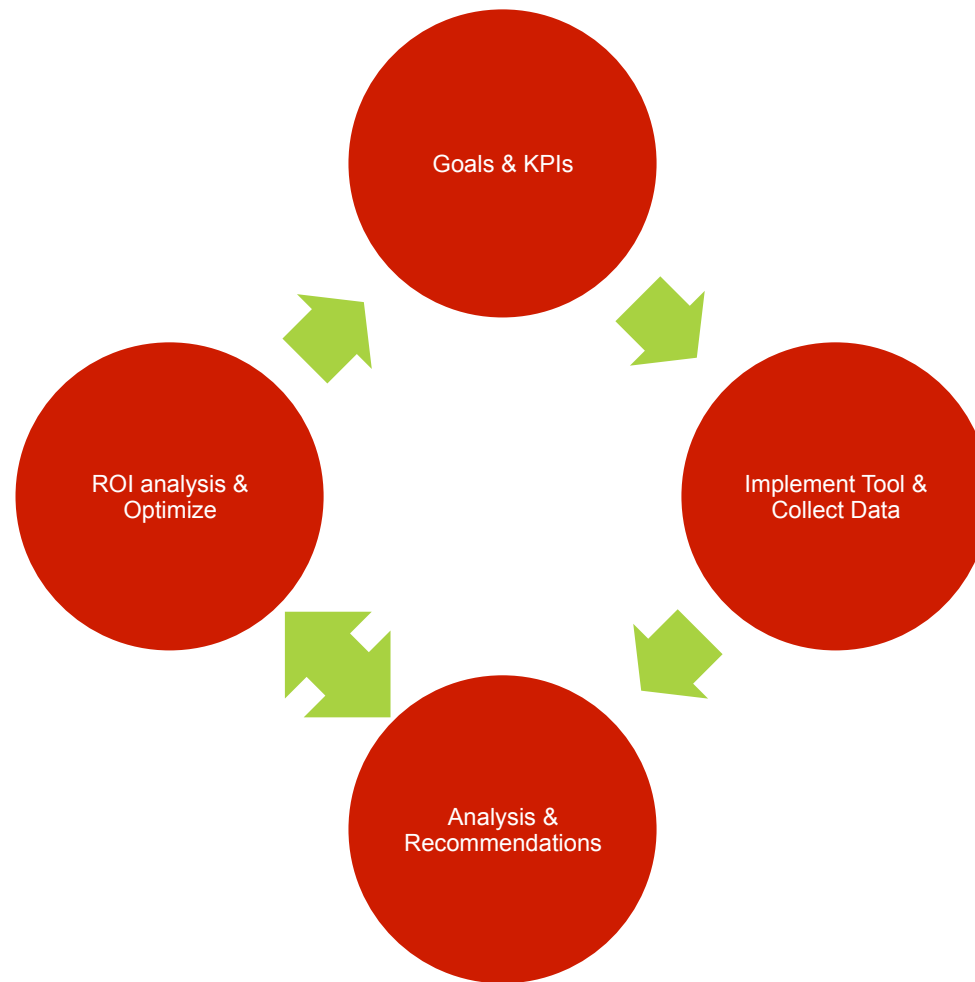


You Need to Measure ROI

# Remember

- Start with your business goals
- There will be data gaps
- You will need to make assumptions
- Refine your models as data becomes available
- Don't just throw the numbers, do analysis
- Learn from the data and make changes
- Continuous optimization

# Remember the Process





# Lessons Learned

- All Marketing channels have impact on each another
- Provide Comprehensive View
- Keep Customer in Mind
- Measure Impact
- Take Actions



# Questions



CPM : \$4.00

CPC : \$.80

AOV : \$200

	Original
CPM	\$4.00
Total Cost	1,000,000
Total Impressions	250,000,000
CTR	0.50%
Total Clicks	1,250,000
Cost Per Click	\$0.80
Bounce Rate	40%
Total Engaged Visits	750,000
% of Engaged Vists that Convert	3.50%
Total Visits that Convert	26250
Conversion Rate	2.10%
Total Conversion	26,250
Cost Per Conversion	\$38.10
Average Order Value	\$200.00
Profit Margin	10%
Profit Per Conversion	\$20.00
ROI	-47.50%

	Original	Optimization 1
CPM	\$4.00	\$4.00
Total Cost	1,000,000	1,000,000
Total Impressions	250,000,000	250,000,000
CTR	0.50%	1.00%
Total Clicks	1,250,000	2,500,000
Cost Per Click	\$0.80	\$0.40
Bounce Rate	40%	40%
Total Engaged Visits	750,000	1,500,000
% of Engaged Vists that Convert	3.50%	3.50%
Total Visits that Convert	26250	52500
Conversion Rate	2.10%	2.10%
Total Conversion	26,250	52,500
Cost Per Conversion	\$38.10	\$19.05
Average Order Value	\$200.00	\$200.00
Profit Margin	10%	10%
Profit Per Conversion	\$20.00	\$20.00
ROI	-47.50%	5.00%

	Original	Optimization 1	Optimization 2
CPM	\$4.00	\$4.00	\$4.00
Total Cost	1,000,000	1,000,000	1,000,000
Total Impressions	250,000,000	250,000,000	250,000,000
CTR	0.50%	1.00%	0.50%
Total Clicks	1,250,000	2,500,000	1,250,000
Cost Per Click	\$0.80	\$0.40	\$0.80
Bounce Rate	40%	40%	0%
Total Engaged Visits	750,000	1,500,000	1,250,000
% of Engaged Vists that Convert	3.50%	3.50%	3.50%
Total Visits that Convert	26250	52500	43750
Conversion Rate	2.10%	2.10%	3.50%
Total Conversion	26,250	52,500	43,750
Cost Per Conversion	\$38.10	\$19.05	\$22.86
Average Order Value	\$200.00	\$200.00	\$200.00
Profit Margin	10%	10%	10%
Profit Per Conversion	\$20.00	\$20.00	\$20.00
ROI	-47.50%	5.00%	-12.50%

	Original	Optimization 1	Optimization 2	Optimization 3
CPM	\$4.00	\$4.00	\$4.00	\$4.00
Total Cost	1,000,000	1,000,000	1,000,000	1,000,000
Total Impressions	250,000,000	250,000,000	250,000,000	250,000,000
CTR	0.50%	1.00%	0.50%	0.50%
Total Clicks	1,250,000	2,500,000	1,250,000	1,250,000
Cost Per Click	\$0.80	\$0.40	\$0.80	\$0.80
Bounce Rate	40%	40%	0%	40%
Total Engaged Visits	750,000	1,500,000	1,250,000	750,000
% of Engaged Vists that Convert	3.50%	3.50%	3.50%	7.00%
Total Visits that Convert	26250	52500	43750	52500
Conversion Rate	2.10%	2.10%	3.50%	4.20%
Total Conversion	26,250	52,500	43,750	52,500
Cost Per Conversion	\$38.10	\$19.05	\$22.86	\$19.05
Average Order Value	\$200.00	\$200.00	\$200.00	\$200.00
Profit Margin	10%	10%	10%	10%
Profit Per Conversion	\$20.00	\$20.00	\$20.00	\$20.00
ROI	-47.50%	5.00%	-12.50%	5.00%

	Original	Optimization 1	Optimization 2	Optimization 3	Optimization 4
CPM	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00
Total Cost	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Total Impressions	250,000,000	250,000,000	250,000,000	250,000,000	250,000,000
CTR	0.50%	1.00%	0.50%	0.50%	0.50%
Total Clicks	1,250,000	2,500,000	1,250,000	1,250,000	1,250,000
Cost Per Click	\$0.80	\$0.40	\$0.80	\$0.80	\$0.80
Bounce Rate	40%	40%	0%	40%	40%
Total Engaged Visits	750,000	1,500,000	1,250,000	750,000	750,000
% of Engaged Vists that Convert	3.50%	3.50%	3.50%	7.00%	3.50%
Total Visits that Convert	26250	52500	43750	52500	26250
Conversion Rate	2.10%	2.10%	3.50%	4.20%	2.10%
Total Conversion	26,250	52,500	43,750	52,500	26,250
Cost Per Conversion	\$38.10	\$19.05	\$22.86	\$19.05	\$38.10
Average Order Value	\$200.00	\$200.00	\$200.00	\$200.00	\$400.00
Profit Margin	10%	10%	10%	10%	10%
Profit Per Conversion	\$20.00	\$20.00	\$20.00	\$20.00	\$40.00
ROI	-47.50%	5.00%	-12.50%	5.00%	5.00%

	Original	Optimization 1	Optimization 2	Optimization 3	Optimization 4	Optimization 4
CPM	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$2.00
Total Cost	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Total Impressions	250,000,000	250,000,000	250,000,000	250,000,000	250,000,000	500,000,000
CTR	0.50%	1.00%	0.50%	0.50%	0.50%	0.50%
Total Clicks	1,250,000	2,500,000	1,250,000	1,250,000	1,250,000	2,500,000
Cost Per Click	\$0.80	\$0.40	\$0.80	\$0.80	\$0.80	\$0.40
Bounce Rate	40%	40%	0%	40%	40%	40%
Total Engaged Visits	750,000	1,500,000	1,250,000	750,000	750,000	1,500,000
% of Engaged Vists that Convert	3.50%	3.50%	3.50%	7.00%	3.50%	3.50%
Total Visits that Convert	26250	52500	43750	52500	26250	52500
Conversion Rate	2.10%	2.10%	3.50%	4.20%	2.10%	2.10%
Total Conversion	26,250	52,500	43,750	52,500	26,250	52,500
Cost Per Conversion	\$38.10	\$19.05	\$22.86	\$19.05	\$38.10	\$19.05
Average Order Value	\$200.00	\$200.00	\$200.00	\$200.00	\$400.00	\$200.00
Profit Margin	10%	10%	10%	10%	10%	10%
Profit Per Conversion	\$20.00	\$20.00	\$20.00	\$20.00	\$40.00	\$20.00
ROI	-47.50%	5.00%	-12.50%	5.00%	5.00%	5.00%